

# Missing Pieces — A Showcase 3.0

## Selected Works

2019 — Portfolio By Rifqi Fakhruddin

2021 — Graphic Design — Packaging Brand Identity — Logofolio

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# Introduction (i)



*Image 01*

-  
Portrait that not  
so Portrait

25th Young-Adult Boy, Born in Indramayu, March 10th, 1997. About 2 Years working as A Graphic Designer (*After Graduated in 2019*), right in Studio or Freelance life, been Lecturing for once, and that was amazing experience!

Thinks of myself as Missing Pieces, does not mean being a person who always feels lost, but being a person who constantly looking for Pieces like Knowledge, Experience, Or Peoples that made me to be better and better for the present and the future As A Graphic Designer and creative beings.

# Curriculum Vitae (ii)

Profile		Experiences		Working Experiences			
Date & Birth Place :	Indramayu, March 10th, 1997	2017 :	Head of Exhibition,  Think Feel Do 2017 DKV Project Exhibition	2018 :	Internship Graphic Design Mirum Indonesia, Jakarta	2020 :	Contract Graphic Design Studio Sunday Bandung
Educations :	Bachelor of Visual Communication Design, ITENAS Bandung 2015 - 2019	2019 :	Vice Of Head Exhibition,  How & Why 11 DKV Itenas Final Project Exhibiton	2019 :	Partner Graphic Design Kamyusi Management	2021 :	Fulltime Graphic Design KYUB Studio Bandung
Language :	Bahasa (Native) English (Elementary)						
Interest :	Read, Write, Movies, Books, Coffee	2017 - 2018 :	Vice of ILUDJI, Sub Unit of IMADJI	2020 :	Contract Graphic Design Studio Sunday Bandung	2021 :	Contract Multimedia Lecturer SMKTI Fithrah Insani
Focus :	Brand Identity, Illustration	2017 - 2018 :	Head Of Organization, IMADJI DKV Itenas			2018 - Now :	Freelance As Graphic Designer & Illustrator

# Table of Contents

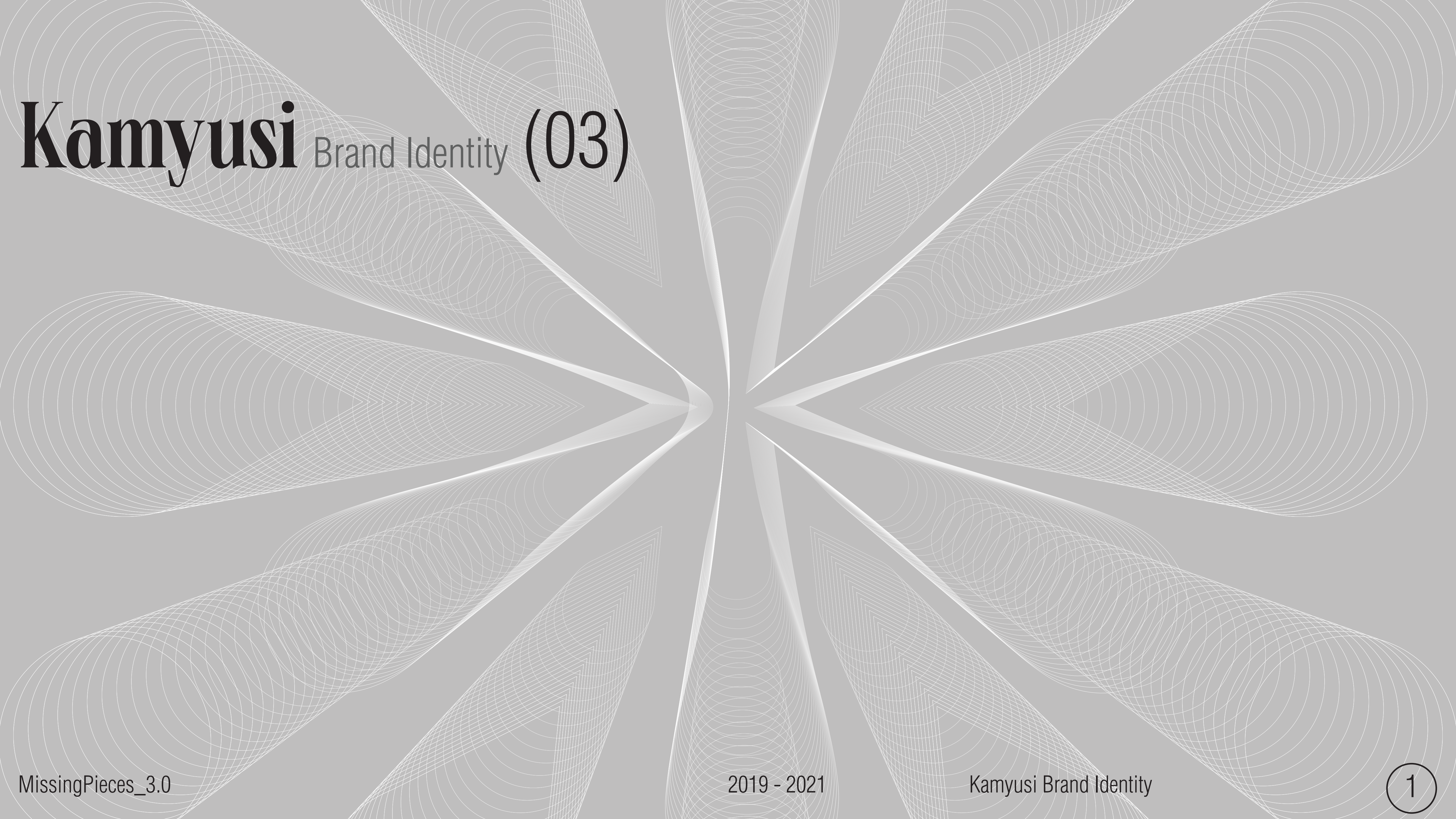
**Introduction (i) & Curriculum Vitae (ii)**

**Kamyusi** Brand Identity (01) **Hopespace** Brand Identity (10)

**LSH Group** Brand Identity (19) **KISI Podcast** Logo (28)

**NuruBlack** Packaging (35) **Logofolio** (43)

**Prologue**



# Kamyusi Brand Identity (03)

*Client*  
Aditya Kamyusi

*Year*  
2018 - 2019

*Business Type*  
Food & Beverage

*Brand Developement*  
Augend+  
Rifqi Fakhruddin

Kamyusi's initial idea departed from the owner's desire and insight, where he wanted to raise the example of the qualities of his late grandfather, who was also named Kamyusi. From the process of deepening stories and interviews, several key words emerged, namely: Down To Earth, Flow Like Water, and Spread the Kindness. And the three main keywords are also the hope of the establishment of Kamyusi to become a gathering place and community in the form of a cafeteria.

Departing from three main keywords, namely Down To Earth, Flow Like Water, and Spread the Kindness. Produces two main key visuals, namely The Sun & The Earth, which means Hope & Inspire, Growth & Progression.

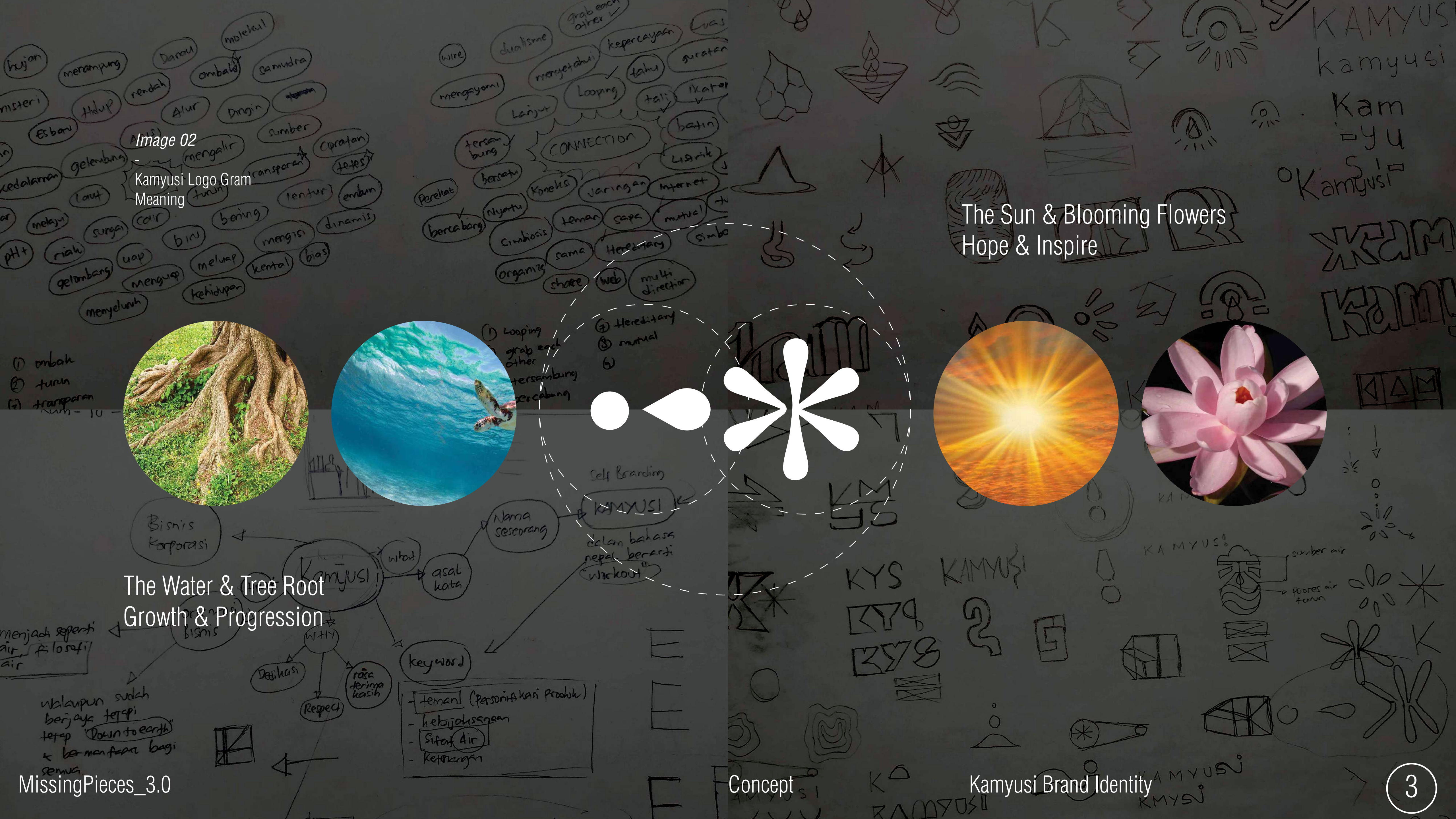


Image 02  
Kamyusi Logo Gram  
Meaning



The Water & Tree Root  
Growth & Progression

The Sun & Blooming Flowers  
Hope & Inspire



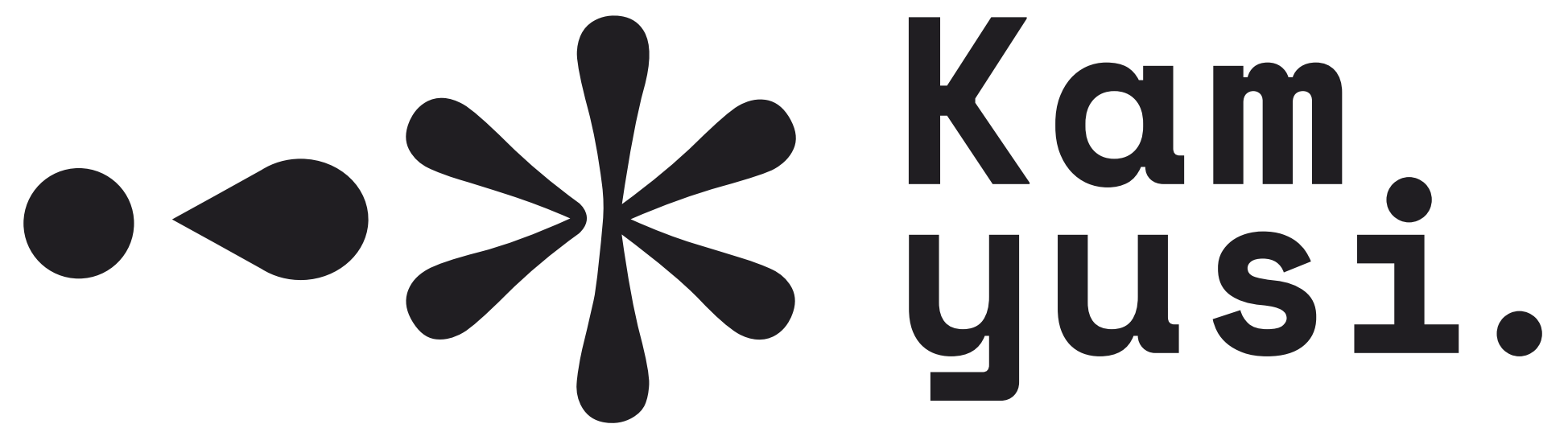
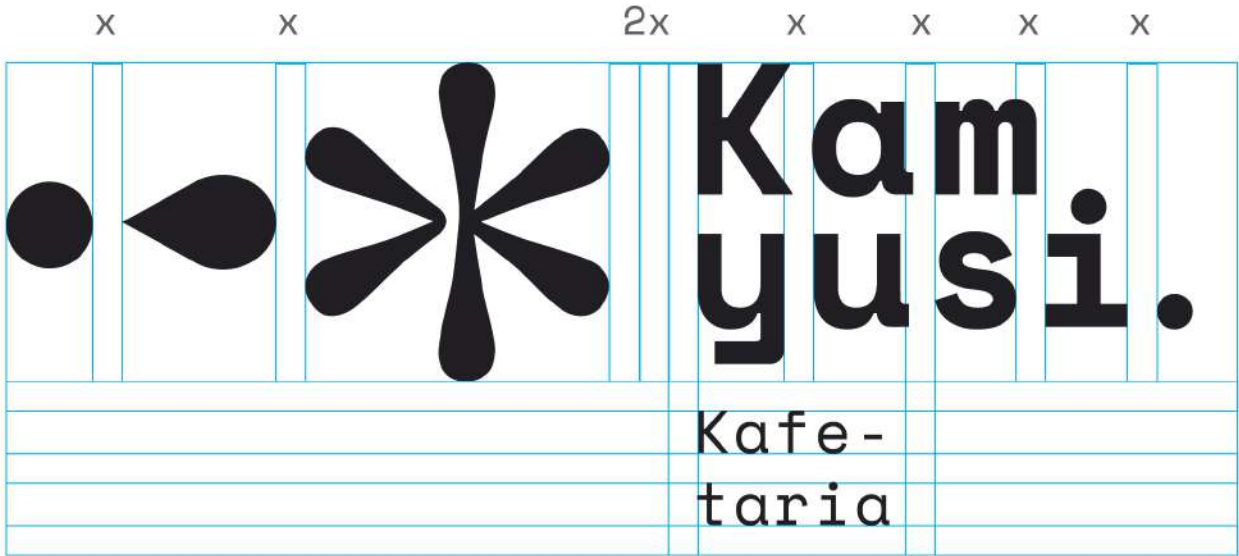


Image 03  
-  
Kamyusi Main  
Logo

Image 04 - Rights  
-  
Kamyusi Logo  
with sub-business  
configuration





Black #1B1B1B  
c:72 m:66 w:65 k:77  
r:27 g:27 b:27

White #FFFFFF  
c:0 m:0 w:0 k:0  
r:255 g:255 b:255

Untuk warna primer dari logo identity dari Kamyusi adalah hitam dan putih, dan greyscale. Karena disini Kamyusi suatu holding utama yang memiliki cabang bisnis lain. Maka dari itu menggunakan warna netral, dan memiliki tingkat kontras yang baik, apabila di aplikasikan dengan warna warna pendukung lain.

Space Mono  
Regular

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx  
Yy Zz 0123456789  
!@#\$%^&\*()\_+<>?"':

Space Mono menjadi typeface utama dalam brand identity dari kamyusi dari penggunaan logotype hingga pengaplikasian. Font yang digunakan adalah Space Mono Regular, tetapi tidak jarang di kombinasikan dengan font type yang lain seperti *Italic* atau **bold**

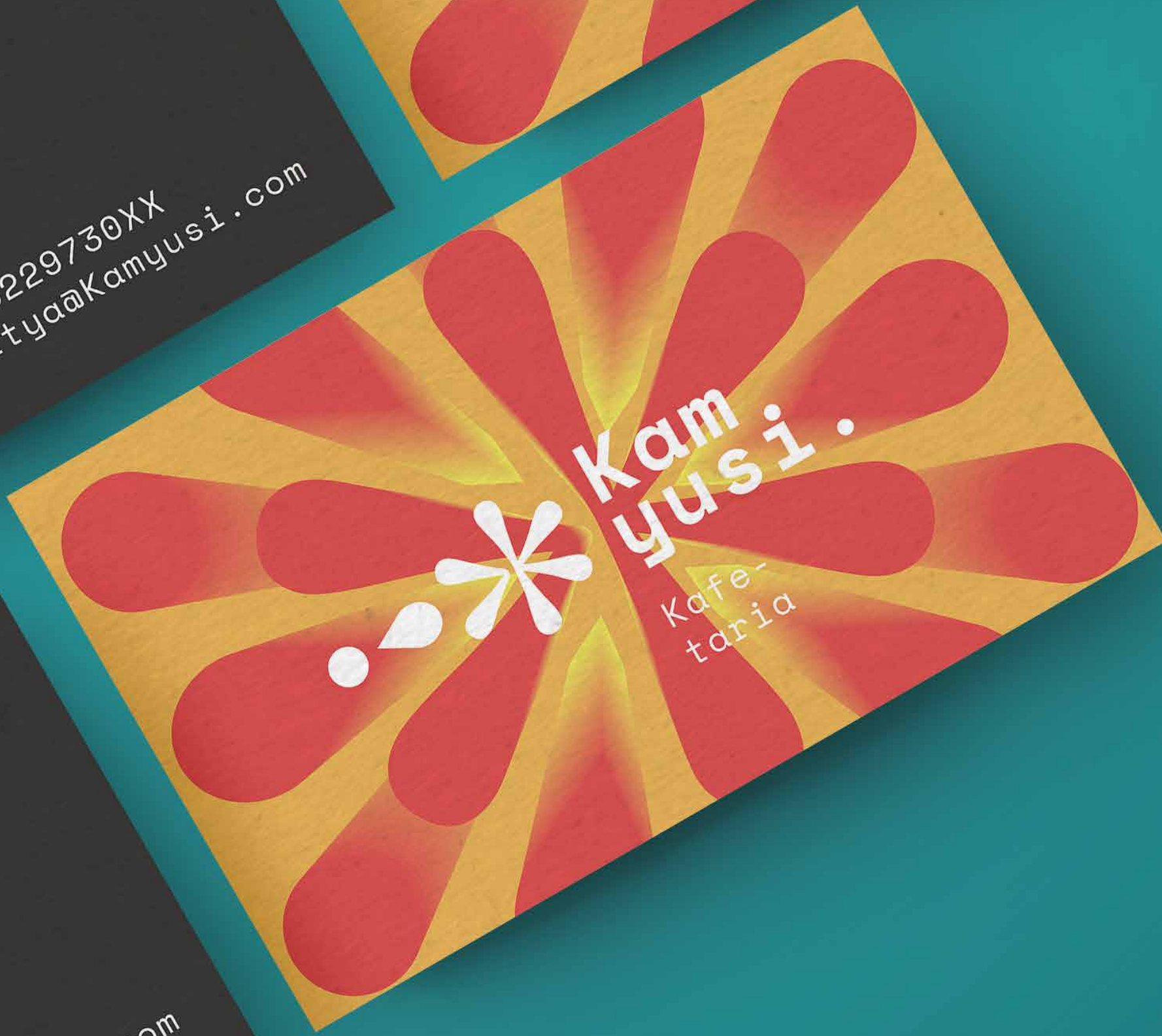


Image 06  
-  
Brand Application  
Business Card



Image 07

-  
Brand Application  
Coffee Cup Packaging



Image 08

-  
Brand Application  
Coffee Cup Packaging



Image 09

-  
Brand Application  
Totebag Merchandise

# Hopespace

Brand Identity (04)

<i>Client</i> Tanjung	<i>Year</i> 2021
<i>Business Type</i> Food & Beverage	<i>Brand Developement</i> Augend+ Rifqi Fakhruddin
<i>Project Manager</i> Aditya Rachman	

"Hope" begins with a business wish that refers to success and glory. Humans can have 2 hopes, good and bad, here the logic of hopespace plays for all who collaborate with us will get something new hope. Hope will always exist as long as there are humans on earth hope will continue to grow. Hopespace will be present as a place and place for all human beings who are growing and developing in the process of their life journey.

The concept of the hopespace logo is inspired by several forms that refer to one meaning, namely hope. One of them is Tomoe, a clan symbol from Japan, Fetus or Fetus which is a symbol of the birth of new things, and Magatama, a form of amulet that is famous as a symbol of good luck.



Human  
Interaction



Tomoe  
Symbol Of Clan in Japan  
Means Unity & Family



Fetus Symbol Of  
Soul & New Born



Magatama, Use for  
prevent from evil and  
symbol of luck



Symbol of Hope



*Image 10*

-  
Main Logo  
Configuration



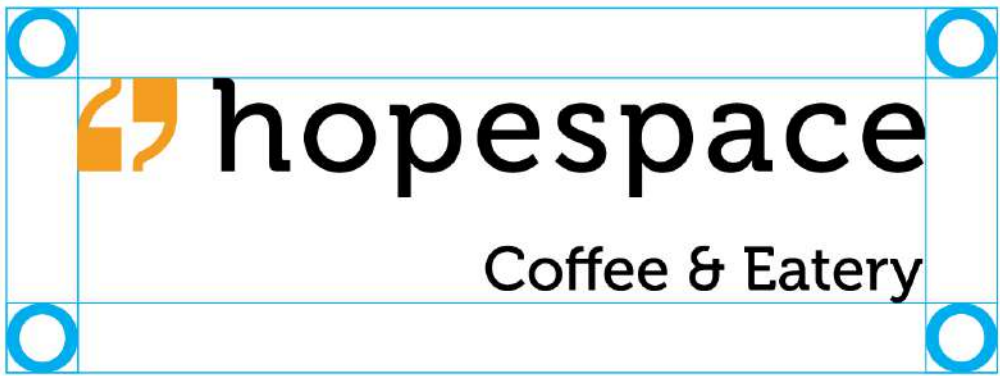
*Image 11*

-  
Hope Symbol as  
Logo Gram

Logo Grid



Logo Clear Space



Typography



Museo 500

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789  
!@#\$%^&\*()\_+

Font utama yang digunakan dalam logo hopespace adalah Museo 500. Selain digunakan dalam logo, Museo 500 dapat digunakan untuk kebutuhan lain dalam brand, sebagai contoh, untuk stationary, packaging, dan media sosial.

Color



Warna yang digunakan oleh hopespace terinspirasi dari warna langit dikala matahari terbit, yang dimulai dari ungu kebiruan, jingga hingga kuning. Warna ini memiliki makna kebangkitan dan lahirnya harapan baru.

Museo 500

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789  
!@#\$%^&\*()\_+

Museo 500 digunakan untuk keperluan headline, display text dan konten utama.

Museo Sans 300

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0123456789  
!@#\$%^&\*()\_+

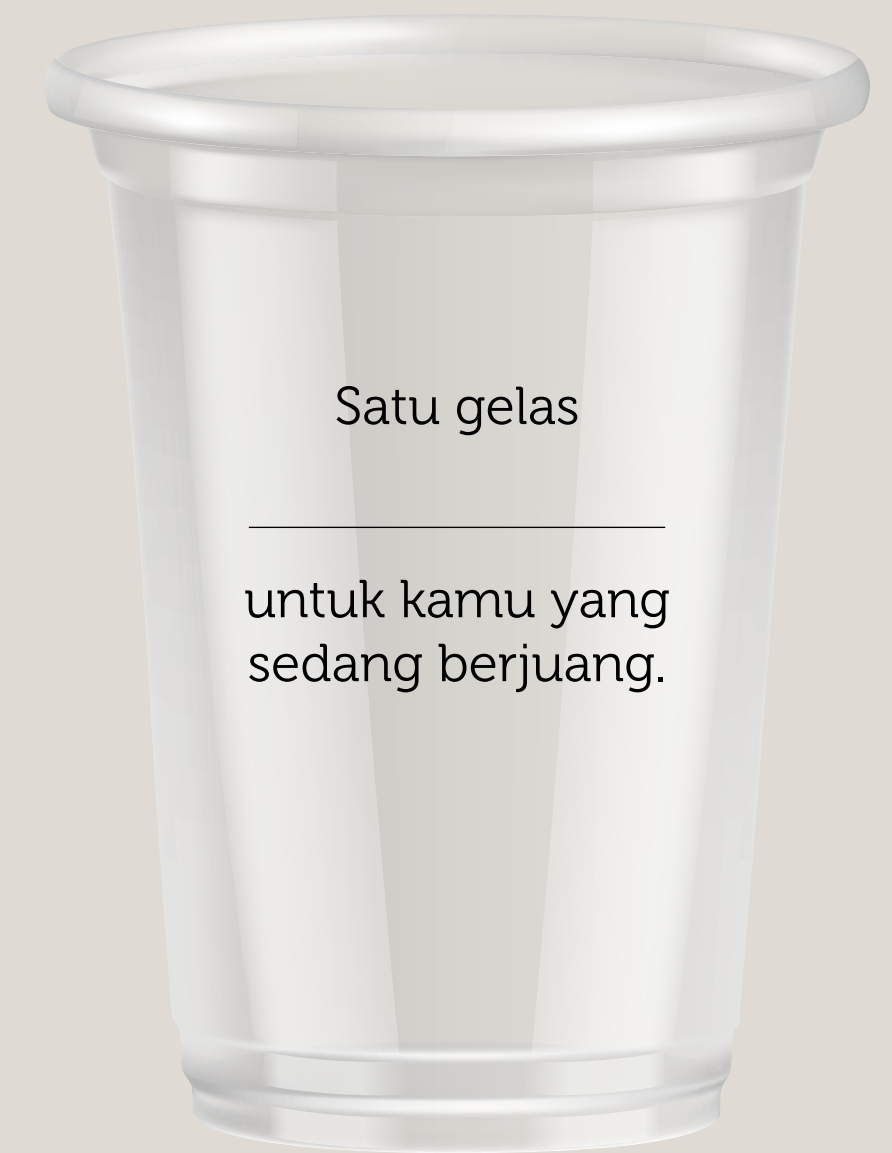
Museo Sans 300 digunakan untuk keperluan body text, dan untuk konten pendukung.

Image 12

-  
Hopespace  
Brand Guideline



Image 13  
-  
Hopespace  
Brand Application  
Stationary -  
Business Card



*Image 14*

-  
Hopespace  
Brand Application  
Packaging -  
Plastic Cup



Image 15  
-  
Hopespace  
Brand Application  
Merchandise -  
Totebag Canvas

Image 16  
-  
Hopespace  
Brand Application  
Merchandise -  
Pin



*Image 17 Left*

-  
Hopespace  
Brand Application  
Caffee Schedule  
Signage

Brand Application

*Image 18 Above*

-  
Hopespace  
Brand Application  
Caffe lightbox  
Signage

Hopespace Brand Identity



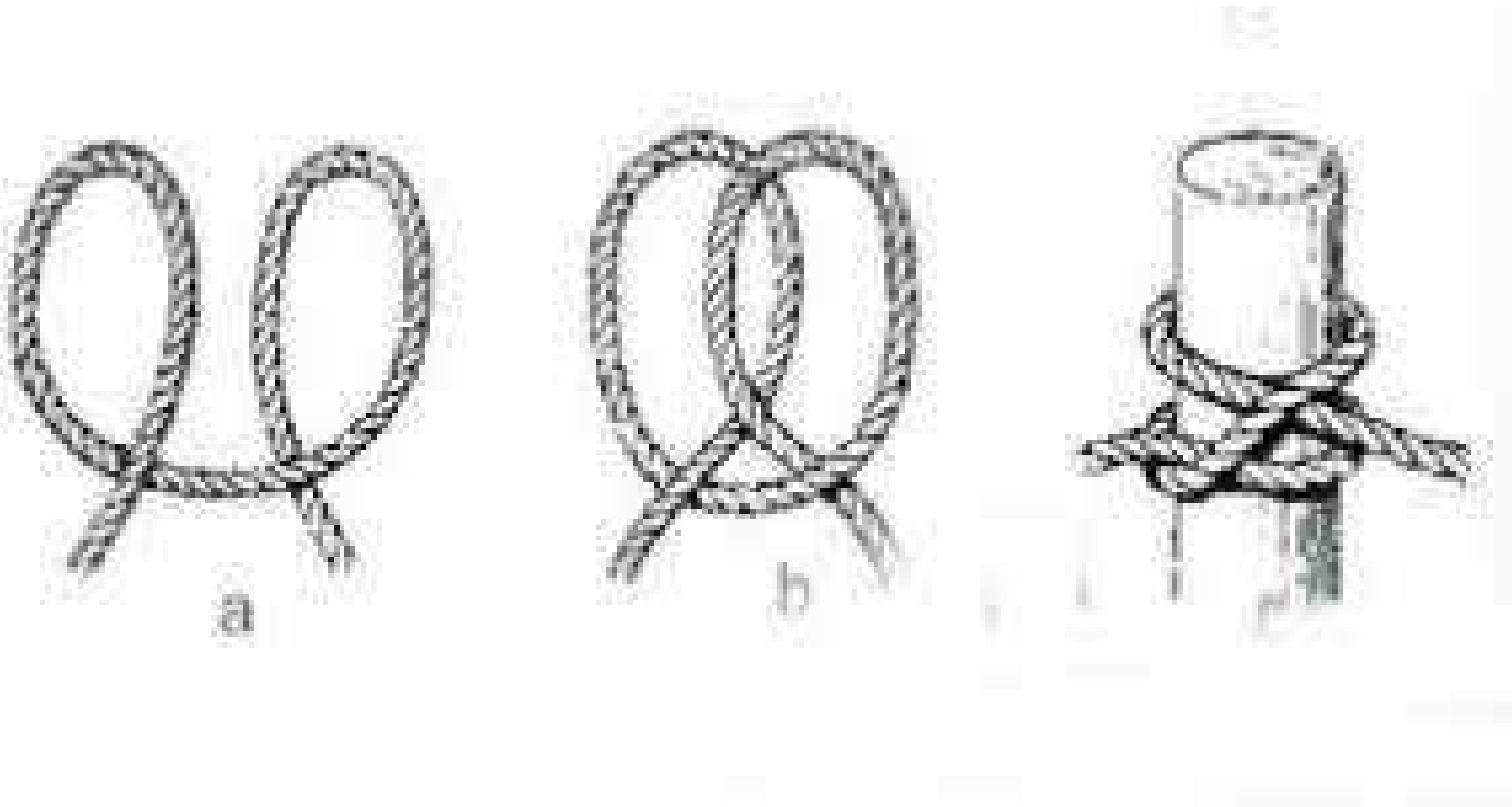
# LSH Group

## Brand Identity (04)

<i>Client</i> Dede	<i>Year</i> 2021
<i>Business Type</i> Fashion & Cosmetics	<i>Brand Developement</i> Augend+ Rifqi Fakhruddin
<i>Project Manager</i> Aditya Rachman	

LSH Group is a company that is a holding company of several business entities engaged in fashion, cosmetics, culinary and talent development. As a holding company, the LSH Group becomes a big umbrella under which the business is sheltered.

Responding to this, in designing the identity of the LSH Group, we carry the theme Mothers Knot, which means something that binds, and protects everything he creates.



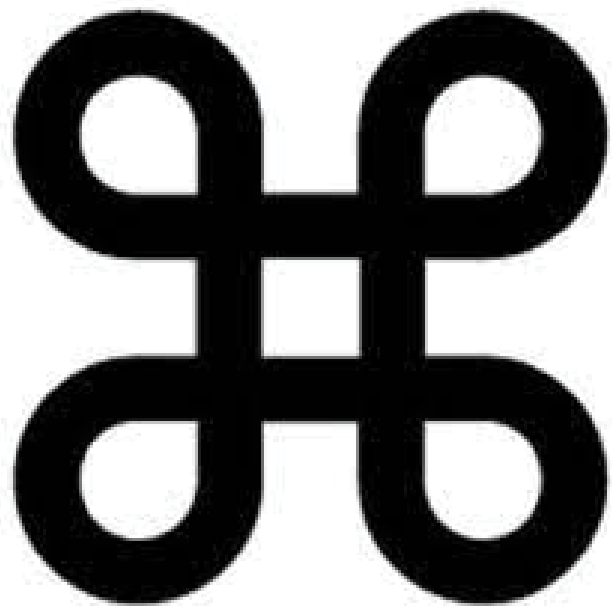
Knots

Symbols that bind, and connect objects, and keep them from falling apart



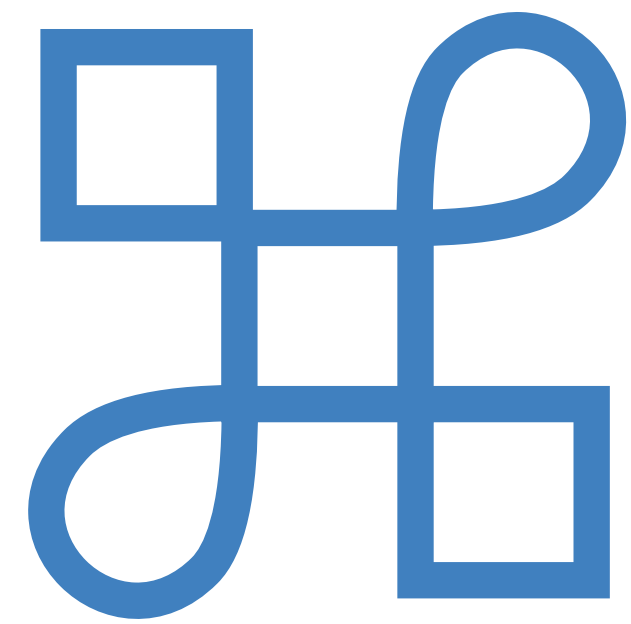
Clover

Clover, the main inspiration of the logo which is a symbol of the ever-evolving nature.



Command Symbol

Command Symbol, the main structure of the logo, which serves as the command center of the business.



*Image 20*

-  
Simbol Logo Gram untuk LSH Group  
yang bernama The Mothers Knot atau  
Simpul Induk.



*Image 21*

-  
Main Logo  
Configuration

Roboto Bold  
Roboto Medium  
Roboto Regular  
Roboto Light  
Roboto Thin

Quick Brown Fox  
Jump Over The Lazy  
Dogs 0123456789  
!@#\$%^&\*()\_+

Roboto

Dalam Brand Identity LSH Group, Typeface utama yang digunakan ialah Roboto Family. Untuk kebutuhan Headline, Bodytext serta kebutuhan lain dalam pengaplikasian brand nya.

Image 22

LSH Group  
Brand Guideline



Image 23  
-  
LSH Group  
Brand Application  
Stationary -  
Business Card



Image 24  
-  
LSH Group  
Brand Application  
Stationary -  
Letter &  
Envelope

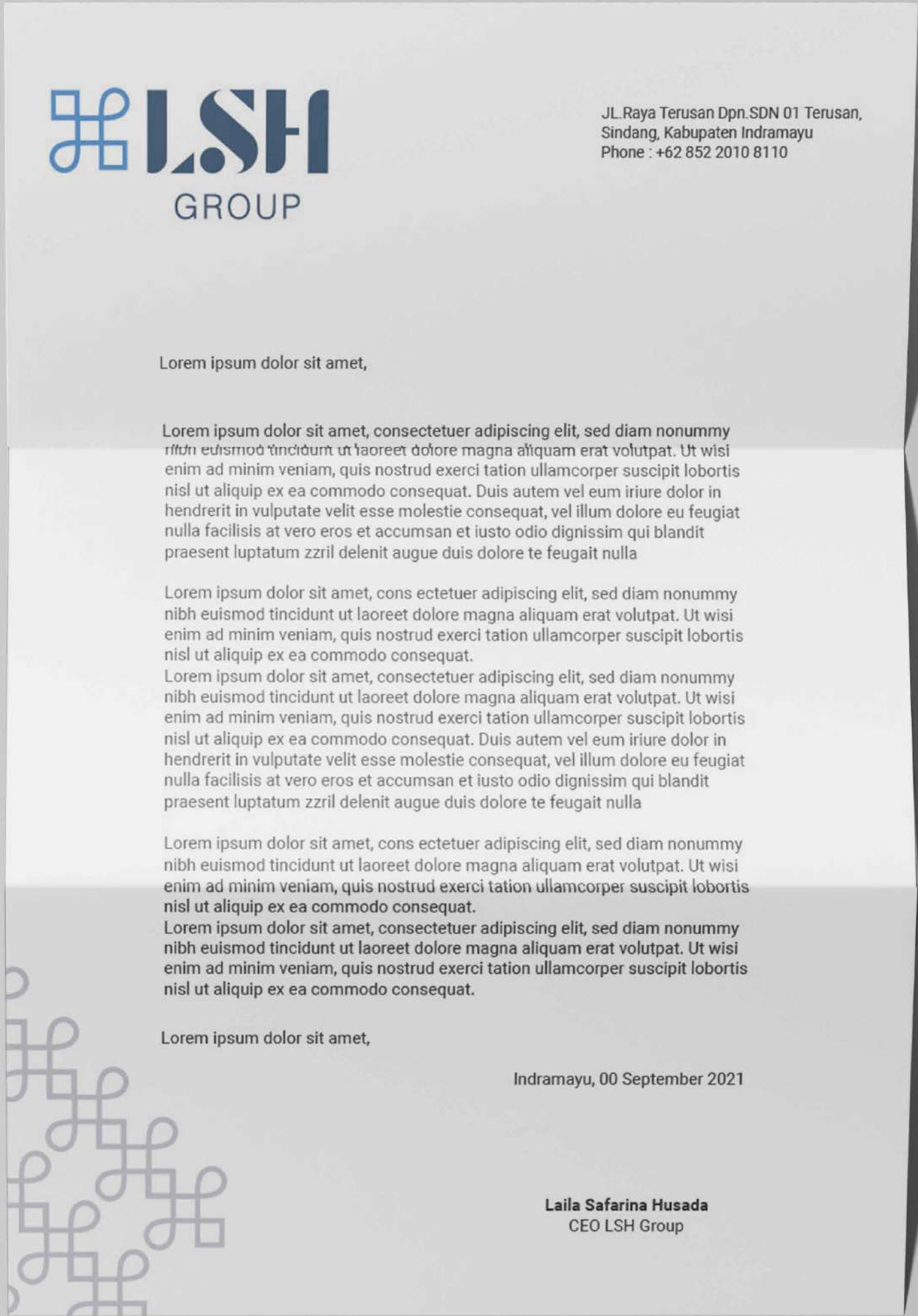




Image 25  
-  
LSH Group  
Brand Application  
Stationary -  
Letter & Maps

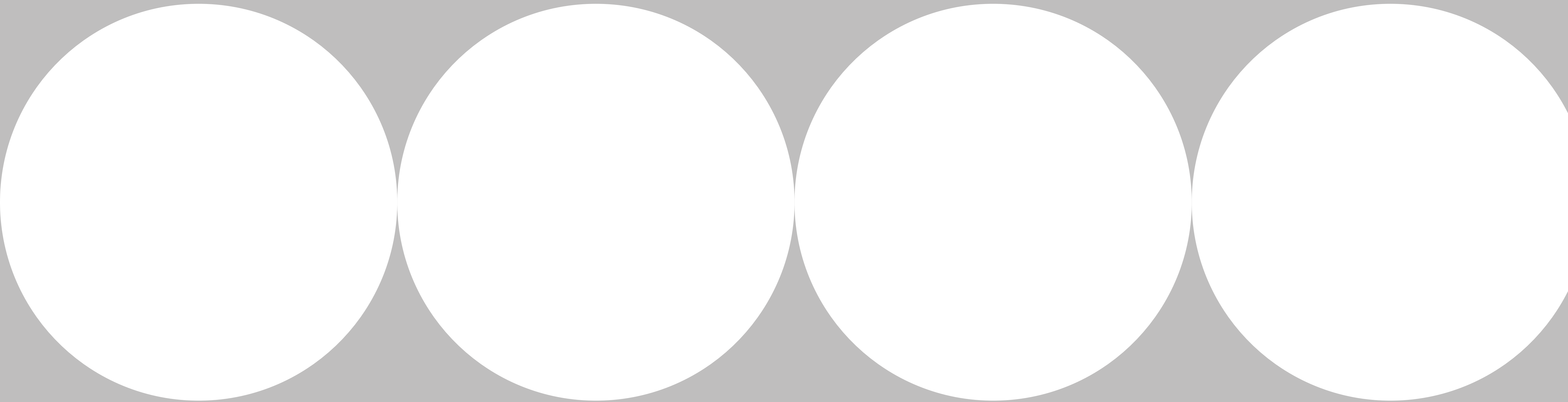
Image 26  
Upper Left  
-  
LSH Group  
Brand Application  
Stationary -  
Name Tag plus  
Lanyard

Image 27  
Below Left  
-  
LSH Group  
Brand Application  
Stationary -  
Lanyard

Image 28  
Right  
-  
LSH Group  
Brand Application  
Stationary -  
Detail Name Tag



# KISI Podcast Logo (04)



*Client*  
Korean Investment  
& Sekuritas

*Year*  
2021

*Business Type*  
Investment Company

*Brand Developement*  
Augend+  
Rifqi Fakhruddin

*Project Manager*  
Dadi Wahyudi

Korean Investment & Securities is a company engaged in investment and stocks. KISI has several initiation programs that focus on education about investing and stocks, besides that there are also themes related to life and the process to success, and tips on how to manage the personal and family economy. This program is launched in the form of a Podcast which will be broadcast via Youtube.

Here, our team designs each program from the Podcast for the opening needs of each video podcast that will be presented later. This program is divided into 5 podcasts including KISI Talk, Bagi Cerita, Kenal Lebih Jauh, Obrolan Pasutri, and Ruang KISI.

Image 29

-  
KISI Talk  
Main Logo



KISI Talk is a podcast interview program that discusses tips and tricks for managing finances, financial planning, and also investing and stocks.

Image 30

-  
Bagi Cerita  
Main Logo



Bagi Ceritais a program from KISI that discusses life, whether it's about family, career, business and others. There are various topics of discussion, not only talking about investment and finance.

Image 31

-  
Kenal Lebih Jauh  
Main Logo

Kenal Lebih  
Jauh

Kenal Lebih Jauh is a blind date event that brings together two individuals who don't know each other yet. There will be asked several questions to each other, about first impressions, to personal topics. It aims to get to know each other more deeply.

Image 32

-  
Obrolan Pasutri  
Main Logo



Obrolan Pasutri is a KISI podcast program that presents the figure of a husband and wife who will later be asked questions about their marriage life.

Image 33

-  
Ruang KISI  
Main Logo

The logo for Ruang KISI features the word "RUANG" in a dark blue, sans-serif font. The letter "U" is replaced by a thick, orange, curved line that forms a partial circle. Below "RUANG" is the word "KISI" in the same dark blue, sans-serif font.

Ruang KISI, one of the programs created by KISI. This program mostly talks about investing and stocks, along with various related topics in detail and depth which aims to share knowledge and procedures for starting a good and right investment.

# Nuru Black

Packaging (04)

<i>Client</i> Felix	<i>Year</i> 2021
<i>Business Type</i> Product Hospitality	<i>Brand Developement</i> KYUB Studio
<i>Creative Director</i> Andre Liongson	<i>Brand Identity</i> Aldy Ramadhan
<i>Packaging</i> Rifqi Fakhruddin	<i>Photography</i> Reynaldi Harris

NURU Black is a gel product for massage which is packaged in a sachet. The theme in designing the identity of NURU Black is Dynamic Circular which has a meaning that represents the product of NURU Black. In designing the identity, the Logotype used will lead to simple and elegant typefaces, then for the logogram it will represent the theme itself, namely Dynamic Circular which is designed with an oval or circular basic shape and visualizes something that is related to NURU Black, namely a massage work system that tends to around the limbs, from one point back to the original point. In the packaging design using a box and technically in the form of two boxes consisting of a sleve and an inner box. For visuals, it tends to be simple and minimalist and uses black on black embossed finishing.



## NURU BLACK

*Image 34*

-

Main Logo  
Configuration



*Image 35*

-

NURU Black  
Logo Gram



Image 36  
-  
NURU Black  
Main Packaging



Image 37  
-  
NURU Black  
Secondary  
Packaging -  
Outer Sleeve



Image 38  
-  
NURU Black  
Secondary  
Packaging

Image 39

-  
Detail Photo shoot  
for main packaging



Image 40  
-  
Detail Photo Shoot  
Complete Packaging



Image 41  
-  
Detail Photo Shoot  
Embossed Black on black  
Packaging Finishing

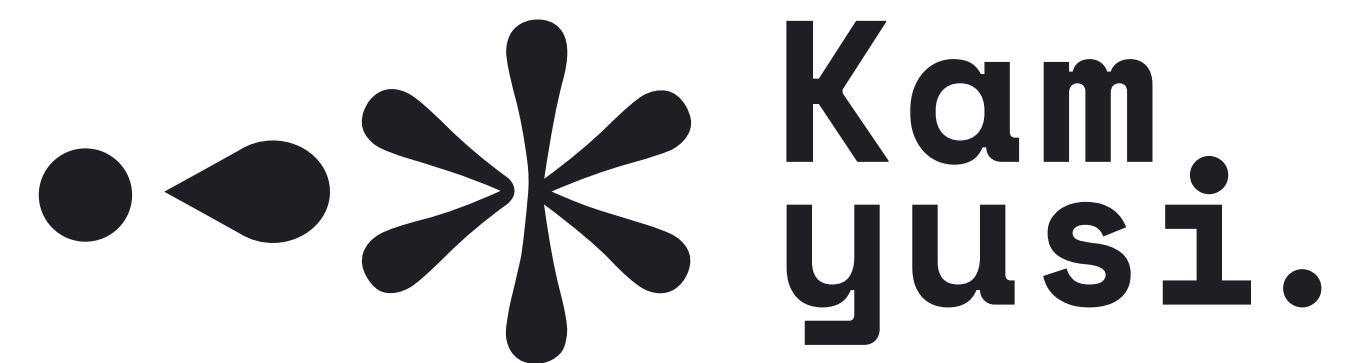




Image 42  
-  
Detail Photo Shoot  
Nuru Black Packaging



# Logofolio 2019 – 2021 (04)



**bai**  
**cerita**

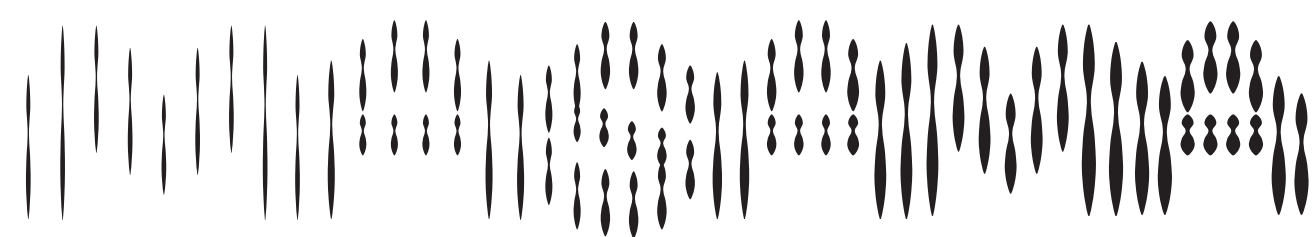
*Kena Jebih  
Jauh*

obrolan  pasutri

**R**  **ANG**  
**KISI**

belle&kate

BELLE&KATE



PARAMA

**Thats all a couple of my selected works ,  
thank you very much for your attention  
& your time for checking my works**

**Let's Connect & Collaborate**

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